

CHAPTER V

CONCLUSIONS, LIMITATION, AND MANAGERIAL IMPLICATIONS

5.1. Conclusions

The purposes of this study is to study whether consumers' demographics factors (gender, age, level of education, monthly income, employment status, house-ownership, marital status, and family size) and consumers' values significantly influence the consumers' willingness to pay more for green products or not. In this study, two facts are revealed in the hypothesis testing. Based on the hypothesis testing it can be concluded that:

1. From Chi-Square analysis which test the relationship between consumers' demographics (gender, age, level of education, monthly income, employment status, house-ownership, marital status, and family size) with the consumers' willingness to pay more for green products, it is revealed that there are no relationships between the consumers' demographics factors with the consumers' willingness to pay more for green products.

2. Consumers' Value (Collectivism) is a significant influence to the consumers' willingness to pay more for green product. It can be seen from the results of multiple regression analysis which shows that the t test for Consumers' Value (Collectivism) result is 2.480 with significant level of 0.014. As the significant level of value (collectivism) is lower than 0.05, therefore H9 is accepted. It means that the consumers' willingness to pay

more for green products is significantly influenced by consumers' values although the other consumers' values such as security, fun, and individualism are statistically proved as not influencing the consumers' willingness to pay more for green products.

5.2. Research Limitation

The limitations of this study are:

- a. This study only explains whether consumers' demographics factors and consumers' values influence the consumers' willingness to pay more for green products or not.
- b. The result of this research cannot be generalized for all Indonesian. It simply because the research is only conducted in the area of Daerah Istimewa Yogyakarta.
- c. There is time limitation. For collecting more data and better result, longer time and more samples are needed. However, this research only has 20 days for distributing and collecting the questionnaires, that was July 7th 2009 until July 27th 2009.

5.3. Managerial Implications

This study reveals that collectivism is an important principle guiding consumers' lives. With a strong influence of the eastern culture, Indonesian tends to be collectivist; this finding can be important information for marketer in marketing green products. In the effort to promote green products consumption,

marketer may find it profitable to bring consumers to the area of purchasing through packaging that emphasizes societal good and warm relationship with other as good value of green consumption.

5.4. Directions for the future research

With the limitation of this research, actually there are still many variables that can be examined. Or perhaps in the next research, it could be interesting to integrate to the other factor related to the specific product such as prices, brand image, advertisement, product quality, and packaging. It could be also comparing the research by doing research on other areas, expanding the research location, getting more samples or focusing on a specific character of respondents or a specific product or industry.

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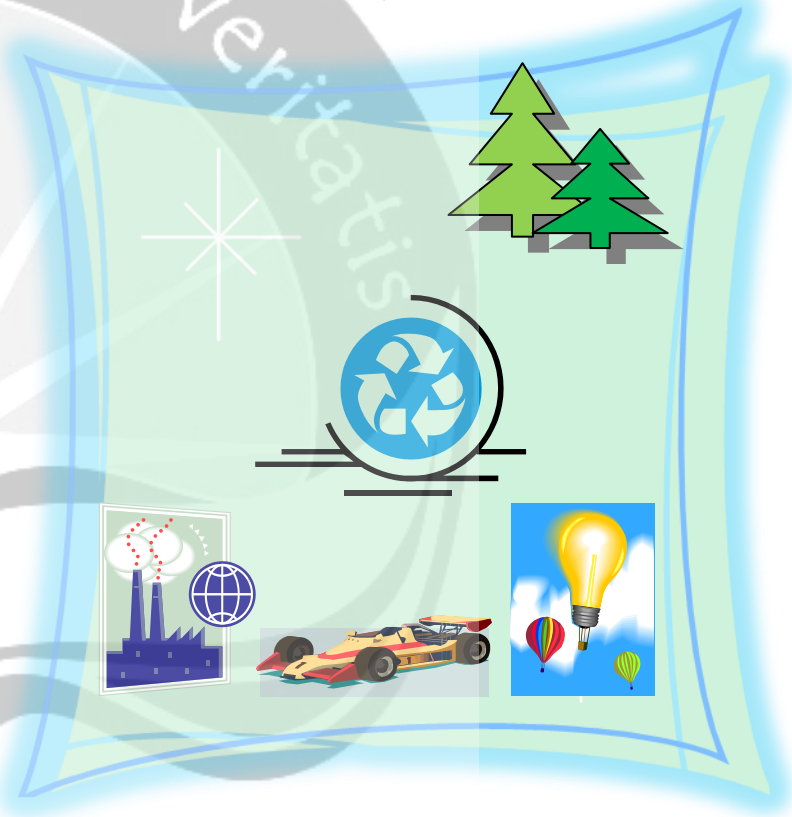
Appendix A: Research Instrument (English version)



RESEARCH QUESTIONNAIRE



Let's save our planet!



**THE INFLUENCE OF KNOWLEDGE AND VALUES TOWARD
THE CONSUMERS' WILLINGNESS TO PAY MORE
FOR GREEN PRODUCT**

Dear Respondents,

Hereby, I Karlina, student of Economic Faculty of University of Atma Jaya Yogyakarta, will conduct a research regarding on the thesis that I write, entitled “The Influence of Knowledge and Values toward the Consumers’ Willingness to Pay More for Green Products”

For that reason, I wish that you’ll kindly fill-in the questionnaires.

Since this is just a scientific research, any information gathered will only be used for the importance of research only. Thank you very much for your cooperation.

Sincerely,
Karlina

I. Respondents Data

Please put a tick (✓) on the space provided which represents your answer:

1. Gender :

☐ Male

☐ Female

2. Age

☐ < 21 years old

☐ 21 - 30 years old

☐ 31 - 40 years old

☐ 41 - 50 years old

☐ > 50 years old

3. Level of Education

☐ Undergraduate

☐ Academic / University
graduate

☐ Postgraduate

☐ Other...

4. Monthly Income

☐ < Rp. 1.000.000

☐ Rp. 1.000.000 - Rp. 3.000.000

☐ Rp. 3.000.000 - Rp. 5.000.000

☐ > Rp. 5.000.000

5. Employment status

☐ Students

☐ Employee

☐ Civil Servant

☐ Policeman

☐ Businessman

☐ Other...

6. House ownership

☐ Boarding house

☐ Parents’ house

☐ Rented house

☐ House owner

☐ Other...

7. Marital status

☐ Single

☐ Married with children

☐ Married without children

☐ Divorced

8. Family size

☐ Live by yourself

☐ Live with 2 persons

☐ Live with 3- 5 persons

☐ Live with more than 5 persons

II. Values

Please answer the questions below by filling the proper column to your answer with a tick (✓).

V I : Very Important
I : Important
R I : Rather Important
N : Neutral

V U : Very Unimportant
U : Unimportant
R U : Rather Unimportant

| No | Statement | VU 1 | U 2 | RU 3 | N 4 | RI 5 | I 6 | VI 7 |
|-----|--|---------|--------|---------|--------|---------|--------|---------|
| | VALUES | | | | | | | |
| K1 | Collectivism | | | | | | | |
| | A. Love (i.e. Compassion, Affection) | | | | | | | |
| | B. Useful (i.e. Working for the welfare of others) | | | | | | | |
| | C. Warm relationship with others | | | | | | | |
| S2. | Security | | | | | | | |
| | D. Security | | | | | | | |
| F3. | Fun /Enjoyment | | | | | | | |
| | E. Excitement | | | | | | | |
| | F. Fun and enjoyment of life | | | | | | | |
| I4. | Individualism | | | | | | | |
| | G. A sense of accomplishment | | | | | | | |
| | H. Self-respect | | | | | | | |
| | I. Self-fulfillment | | | | | | | |
| | J. Independent (i.e. Self Reliant) | | | | | | | |

III. Willingness to pay more for environmentally friendly products

Please answer the questions below by filling the proper column to your answer with a tick (✓).

S A : Strongly Agree
A : Agree
R A : Rather Agree
N : Neutral

S D : Strongly Disagree
D : Disagree
R D : Rather Disagree

| NO | Statement | SD 1 | D 2 | RD 3 | N 4 | RA 5 | A 6 | SA 7 |
|-----|---|---------|--------|---------|--------|---------|--------|---------|
| | Willingness to pay more for green products | | | | | | | |
| W1. | It is acceptable to pay 10 % more for groceries that are produced, processed, and packaged in an environmentally friendly way | | | | | | | |
| W2. | I would accept paying 10% more of tax for an environmental cleanup program | | | | | | | |
| W3. | I would be willing to spend an extra \$10 a week in order to buy less environmentally harmful products. | | | | | | | |

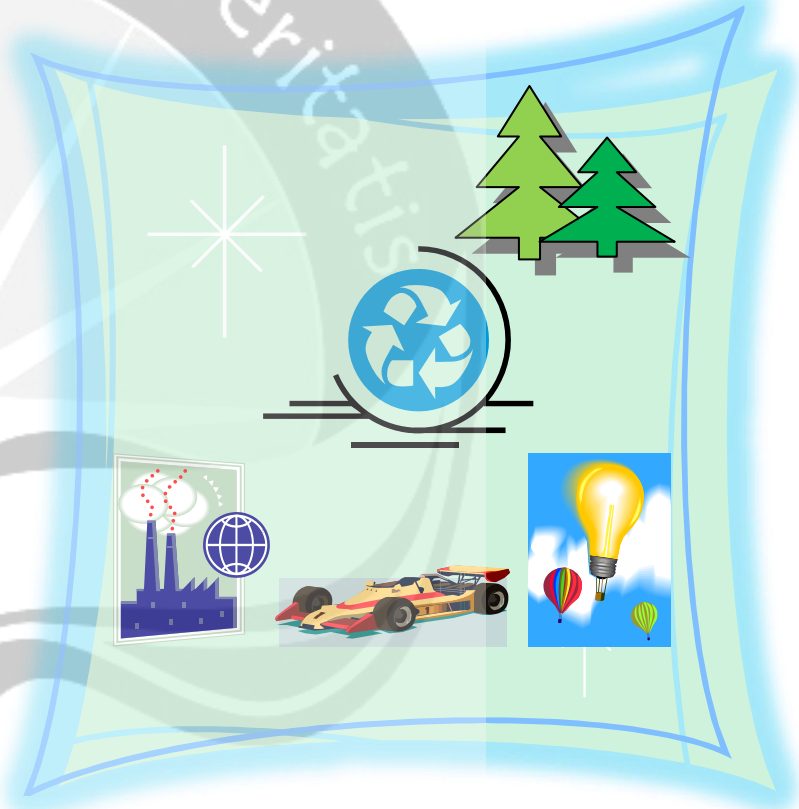
Appendix B: Research Instrument (Bahasa Indonesia version)



KUESIONER PENELITIAN



Let's save our planet!



“PENGARUH PENGETAHUAN MENGENAI LINGKUNGAN DAN NILAI-NILAI TERHADAP KEMAUAN KONSUMEN MEMBAYAR LEBIH PADA PRODUK HIJAU”

Responden yang terhormat,

Saya, Karlina, mahasiswa Fakultas Ekonomi Universitas Atma Jaya Yogyakarta, akan mengadakan sebuah penelitian untuk skripsi saya yang berjudul “Pengaruh Pengetahuan mengenai Lingkungan dan Nilai-Nilai terhadap Kemauan Konsumen Membayar Lebih Pada Produk Hijau”

Untuk itu, saya mohon kesediaan Anda untuk mengisi kuesioner ini.

Kuesioner ini hanya akan digunakan dalam penelitian ilmiah yang akan saya tulis, adapun informasi yang akan terkumpul hanya digunakan untuk kepentingan penelitian semata. Terima kasih atas kesediaan dan kerjasama yang Anda berikan.

Hormat saya,
Karlina

I. Data Responden

Berilah tanda (✓) untuk mewakili jawaban Anda:

1. Jenis Kelamin :

☐ Laki-laki

☐ Perempuan

2. Usia :

☐ < 21 tahun

☐ 41 - 50 tahun

☐ 21 - 30 tahun

☐ > 50 tahun

☐ 31 - 40 tahun

3. Tingkat pendidikan :

☐ SMA

☐ Pascasarjana

☐ Akademi / Sarjana

☐ Lain-lain...

4. Pendapatan per bulan :

☐ < Rp. 1.000.000

☐ Rp. 1.000.000 - Rp. 3.000.000

☐ Rp. 3.000.000 - Rp. 5.000.000

☐ > Rp. 5.000.000,00

5. Pekerjaan :

☐ Pelajar

☐ Pegawai swasta

☐ PNS

☐ ABRI / TNI / POLRI

☐ Wiraswasta

☐ Lain-lain...

6. Kepemilikan Rumah :

☐ Kos-kosan

☐ Rumah orang tua

☐ Kontrak

☐ Rumah milik sendiri

☐ Lain-lain...

7. Status perkawinan :

☐ Belum menikah

☐ Menikah dan mempunyai anak

☐ Menikah tetapi tidak mempunyai anak

☐ Berceraai

8. Ukuran keluarga :

☐ Tinggal sendiri

☐ Tinggal bersama dengan 2 orang

☐ Tinggal bersama dengan 3-5 orang

☐ Tinggal bersama dengan lebih dari 5 orang

II. Nilai-Nilai

Berikan tanda (✓) untuk menandai jawaban Anda pada pernyataan di bawah ini. Seberapa pentingkah nilai-nilai di bawah ini bagi Anda. Pastikan jawaban yang Anda pilih dapat mewakili diri Anda.

SP : Sangat Penting **STP : Sangat Tidak Penting**
P : Penting **TP : Tidak Penting**
AP : Agak Penting **ATP : Agak Tidak Penting**
N : Netral

| No | PERNYATAAN | STP 1 | TP 2 | ATP 3 | N 4 | AP 5 | P 6 | SP 7 |
|-----------|--|----------|---------|----------|--------|---------|--------|---------|
| | NILAI-NILAI | | | | | | | |
| K1 | Kolektivisme | | | | | | | |
| | A. Cinta (kasih sayang, kelembutan) | | | | | | | |
| | B. Berguna (bekerja untuk kesejahteraan bersama) | | | | | | | |
| | C. Hubungan hangat dengan orang lain | | | | | | | |
| S2 | Security/ keamanan | | | | | | | |
| | D. Keamanan | | | | | | | |
| F3 | Fun / enjoyment | | | | | | | |
| | E. Kegembiraan | | | | | | | |
| | F. Kesenangan dan kepuasan hidup | | | | | | | |
| I4 | Individualisme | | | | | | | |
| | G. Rasa berprestasi | | | | | | | |
| | H. Harga diri | | | | | | | |
| | I. Pemenuhan diri | | | | | | | |
| | J. Kemerdekaan (percaya diri) | | | | | | | |

III. Kemauan membayar lebih pada produk hijau

Berikan tanda (✓) untuk menandai jawaban Anda pada pernyataan di bawah ini. Setujukah Anda dengan pernyataan di bawah ini. Pastikan jawaban yang Anda pilih dapat mewakili diri Anda.

SS : Sangat Setuju **STS : Sangat Tidak Setuju**
S : Setuju **TS : Tidak Setuju**
AS : Agak Setuju **ATS : Agak Tidak Setuju**
N : Netral

| NO | PERNYATAAN | STS 1 | TS 2 | ATS 3 | N 4 | AS 5 | S 6 | SS 7 |
|-----------|--|----------|---------|----------|--------|---------|--------|---------|
| | Kemauan membayar lebih pada produk hijau | | | | | | | |
| W1 | Membayar 10 % lebih mahal untuk produk-produk yang diproduksi, diproses, dan dibungkus dengan cara yang ramah lingkungan adalah sesuatu hal yang dapat wajar | | | | | | | |
| W2 | Saya bersedia membayar pajak sebesar 10% untuk program kebersihan lingkungan. | | | | | | | |
| W3 | Saya bersedia membelanjakan uang sebesar Rp.100.000 dalam seminggu untuk membeli produk yang tidak mengganggu lingkungan. | | | | | | | |

Appendix C: Crosstabs Analysis (Chi-Square Analysis) Results

Case Processing Summary

| | Cases | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Willingness to Pay * Gender | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Age | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Level of education | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Monthly Income | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Employment Status | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * House Ownership | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Marital Status | 206 | 100.0% | 0 | .0% | 206 | 100.0% |
| Willingness to Pay * Family Size | 206 | 100.0% | 0 | .0% | 206 | 100.0% |

Willingness to Pay * Gender

Crosstab

Count

| | Gender | | Total |
|------------------------|--------|--------|-------|
| | Male | Female | |
| Willingness to Pay Low | 10 | 6 | 16 |
| Medium | 33 | 41 | 74 |
| High | 65 | 51 | 116 |
| Total | 108 | 98 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|---------------------------------|--------------------|----|--------------------------|
| Pearson Chi-Square | 3.076 ^a | 2 | .215 |
| Likelihood Ratio | 3.085 | 2 | .214 |
| Linear-by-Linear Association | .316 | 1 | .574 |
| N of Valid Cases | 206 | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7,61.

Willingness to Pay * Age

Crosstab

Count

| | | Age | | | | | Total |
|--------------------|--------|------|---------|---------|---------|------|-------|
| | | < 21 | 21 - 30 | 31 - 40 | 41 - 50 | > 50 | |
| Willingness to Pay | Low | 2 | 8 | 3 | 2 | 1 | 16 |
| | Medium | 16 | 31 | 15 | 8 | 4 | 74 |
| | High | 10 | 66 | 23 | 15 | 2 | 116 |
| Total | | 28 | 105 | 41 | 25 | 7 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 10.034 ^a | 8 | .263 |
| Likelihood Ratio | 9.867 | 8 | .274 |
| Linear-by-Linear Association | .001 | 1 | .980 |
| N of Valid Cases | 206 | | |

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is ,54.

Willingness to Pay * Level of education

Crosstab

Count

| | | Level of education | | | | Total |
|--------------------|--------|--------------------|------------------------------|---------------|--------|-------|
| | | Under graduate | Academy/ University graduate | Post graduate | Others | |
| Willingness to Pay | Low | 7 | 8 | 1 | 0 | 16 |
| | Medium | 39 | 31 | 2 | 2 | 74 |
| | High | 41 | 67 | 6 | 2 | 116 |
| Total | | 87 | 106 | 9 | 4 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 6.781 ^a | 6 | .342 |
| Likelihood Ratio | 7.110 | 6 | .311 |
| Linear-by-Linear Association | 2.246 | 1 | .134 |
| N of Valid Cases | 206 | | |

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,31.

Willingness to Pay * Monthly Income

Crosstab

| Count | | Monthly Income | | | | Total |
|--------------------|--------|------------------|------------------------------|----------------------------|------------------|-------|
| | | < Rp.1000.000 | Rp.1000.000 - Rp.3000.000 | Rp 3000000 - Rp 5000000 | > Rp.5000.000 | |
| Willingness to Pay | Low | 10 | 4 | 1 | 1 | 16 |
| | Medium | 43 | 19 | 6 | 6 | 74 |
| | High | 53 | 40 | 14 | 9 | 116 |
| Total | | 106 | 63 | 21 | 16 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|---------------------------------|--------------------|----|--------------------------|
| Pearson Chi-Square | 4.106 ^a | 6 | .662 |
| Likelihood Ratio | 4.152 | 6 | .656 |
| Linear-by-Linear Association | 1.905 | 1 | .168 |
| N of Valid Cases | 206 | | |

a. 3 cells (25,0%) have expected count less than 5. The minimum expected count is 1,24.

Willingness to Pay * Employment Status

Crosstab

Count

| | | Employment Status | | | | | Total |
|-----------------------|--------|-------------------|----------|------------------|-------------|--------|-------|
| | | Student | Employee | Civil Servant | Businessman | Others | |
| Willingness to Pay | Low | 5 | 5 | 1 | 1 | 4 | 16 |
| | Medium | 15 | 29 | 2 | 16 | 12 | 74 |
| | High | 27 | 44 | 3 | 29 | 13 | 116 |
| Total | | 47 | 78 | 6 | 46 | 29 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|---------------------------------|--------------------|----|--------------------------|
| Pearson Chi-Square | 6.120 ^a | 8 | .634 |
| Likelihood Ratio | 6.452 | 8 | .597 |
| Linear-by-Linear Association | .040 | 1 | .842 |
| N of Valid Cases | 206 | | |

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is ,47.

Willingness to Pay * House Ownership

Crosstab

| Count | | House Ownership | | | | | Total |
|--------------------|--------|-----------------|----------------|--------------|-------------|--------|-------|
| | | Boarding House | Parent's House | Rented House | House Owner | Others | |
| Willingness to Pay | Low | 2 | 6 | 4 | 4 | 0 | 16 |
| | Medium | 10 | 33 | 9 | 20 | 2 | 74 |
| | High | 21 | 40 | 18 | 35 | 2 | 116 |
| Total | | 33 | 79 | 31 | 59 | 4 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 4.212 ^a | 8 | .838 |
| Likelihood Ratio | 4.347 | 8 | .825 |
| Linear-by-Linear Association | .007 | 1 | .933 |
| N of Valid Cases | 206 | | |

a. 6 cells (40,0%) have expected count less than 5. The minimum expected count is ,31.

Willingness to Pay * Marital Status

Crosstab

Count

| | | Marital Status | | | | Total |
|--------------------|--------|----------------|-----------------------|--------------------------|----------|-------|
| | | Single | Married with children | Married without children | Divorced | |
| Willingness to Pay | Low | 9 | 6 | 1 | 0 | 16 |
| | Medium | 44 | 27 | 1 | 2 | 74 |
| | High | 65 | 42 | 9 | 0 | 116 |
| Total | | 118 | 75 | 11 | 2 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 7.170 ^a | 6 | .305 |
| Likelihood Ratio | 8.489 | 6 | .204 |
| Linear-by-Linear Association | .115 | 1 | .735 |
| N of Valid Cases | 206 | | |

a. 5 cells (41,7%) have expected count less than 5. The minimum expected count is ,16.

Willingness to Pay * Family Size

Crosstab

Count

| | | Family Size | | | | Total |
|--------------------|--------|------------------|---------------------|-----------------------|-------------------------------|-------|
| | | Live by yourself | Live with 2 persons | Live with 3-5 persons | Live with more than 5 persons | |
| Willingness to Pay | Low | 2 | 2 | 10 | 2 | 16 |
| | Medium | 14 | 8 | 35 | 17 | 74 |
| | High | 16 | 24 | 58 | 18 | 116 |
| Total | | 32 | 34 | 103 | 37 | 206 |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 6.001 ^a | 6 | .423 |
| Likelihood Ratio | 6.038 | 6 | .419 |
| Linear-by-Linear Association | .261 | 1 | .609 |
| N of Valid Cases | 206 | | |

a. 3 cells (25,0%) have expected count less than 5. The minimum expected count is 2,49.

Appendix D: Descriptive Statistics

| Descriptive Statistics | | | | | |
|------------------------|-----|---------|---------|--------|-------------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Collectivism (K1) | 206 | 1.00 | 7.00 | 6.2625 | 1.09362 |
| Security (S2) | 206 | 1.00 | 7.00 | 6.5291 | 1.05304 |
| Fun (F3) | 206 | 1.00 | 7.00 | 6.0947 | 1.08853 |
| Individualism (I4) | 206 | 1.00 | 7.00 | 6.0728 | .95613 |
| Willingness to Pay | 206 | 1.00 | 7.00 | 5.1781 | 1.21457 |
| Valid N (listwise) | 206 | | | | |

Appendix E:Multiple Regression Analysis Results

Variables Entered/Removed

| Model | Variables Entered | Variables Removed | Method |
|-------|---|-------------------|--------|
| 1 | individualism, fun, security, collectivism ^a | | Enter |

a. All requested variables entered.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .301 ^a | .091 | .072 | 1.16974 |

a. Predictors: (Constant), individualism, fun, security, collectivism

ANOVA^b

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|-------|-------------------|
| 1 | Regression | 27.389 | 4 | 6.847 | 5.004 | .001 ^a |
| | Residual | 275.026 | 201 | 1.368 | | |
| | Total | 302.414 | 205 | | | |

a. Predictors: (Constant), individualism, fun, security, collectivism

b. Dependent Variable: Willingness to pay mean

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.135 | .564 | | 5.558 | .000 |
| | collectivism | .355 | .143 | .319 | 2.480 | .014 |
| | security | -.024 | .143 | -.021 | -.166 | .868 |
| | fun | .015 | .117 | .014 | .130 | .896 |
| | individualism | -.019 | .143 | -.015 | -.132 | .895 |

a. Dependent Variable: Willingness to pay mean

Appendix F : Research Data

| No. | No. Resp. | Gender | Age | Education Level | Monthly Income | Employment Status | House Ownership | Marital Status | Family Size |
|-----|-----------|--------|-----|-----------------|----------------|-------------------|-----------------|----------------|-------------|
| 1 | 1 | 2 | 2 | 2 | 1 | 1 | 4 | 1 | 2 |
| 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 3 |
| 3 | 3 | 1 | 4 | 1 | 1 | 6 | 4 | 2 | 3 |
| 4 | 4 | 2 | 3 | 1 | 1 | 2 | 4 | 2 | 3 |
| 5 | 5 | 1 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| 6 | 6 | 2 | 3 | 1 | 1 | 6 | 2 | 2 | 2 |
| 7 | 7 | 1 | 2 | 1 | 1 | 5 | 2 | 2 | 3 |
| 8 | 8 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 9 | 9 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 |
| 10 | 10 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 11 | 11 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 |
| 12 | 12 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 3 |
| 13 | 13 | 1 | 4 | 1 | 1 | 6 | 3 | 2 | 3 |
| 14 | 14 | 1 | 4 | 2 | 3 | 5 | 4 | 2 | 3 |
| 15 | 15 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| 16 | 16 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| 17 | 17 | 2 | 3 | 2 | 2 | 2 | 5 | 1 | 4 |
| 18 | 18 | 1 | 3 | 2 | 2 | 2 | 4 | 2 | 3 |
| 19 | 19 | 1 | 3 | 2 | 2 | 2 | 4 | 2 | 3 |
| 20 | 21 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 |
| 21 | 22 | 1 | 1 | 1 | 1 | 1 | 2 | 1 | 4 |
| 22 | 24 | 2 | 2 | 1 | 1 | 5 | 3 | 1 | 3 |
| 23 | 25 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| 24 | 26 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 3 |
| 25 | 27 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| 26 | 28 | 2 | 5 | 3 | 4 | 3 | 4 | 2 | 3 |
| 27 | 29 | 1 | 5 | 5 | 4 | 2 | 3 | 2 | 1 |
| 28 | 30 | 2 | 2 | 1 | 1 | 6 | 2 | 1 | 3 |
| 29 | 31 | 1 | 1 | 1 | 1 | 6 | 1 | 4 | 1 |
| 30 | 32 | 1 | 2 | 1 | 1 | 2 | 2 | 1 | 2 |
| 31 | 33 | 1 | 2 | 2 | 3 | 5 | 4 | 1 | 1 |
| 32 | 34 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| 33 | 35 | 2 | 3 | 1 | 1 | 2 | 2 | 1 | 2 |
| 34 | 36 | 1 | 1 | 1 | 1 | 2 | 3 | 1 | 1 |
| 35 | 37 | 2 | 2 | 1 | 1 | 6 | 2 | 1 | 4 |
| 36 | 38 | 1 | 2 | 1 | 1 | 5 | 2 | 1 | 4 |
| 37 | 39 | 1 | 2 | 1 | 2 | 2 | 1 | 1 | 2 |
| 38 | 40 | 1 | 1 | 1 | 1 | 2 | 3 | 3 | 3 |
| 39 | 41 | 1 | 1 | 2 | 1 | 5 | 3 | 3 | 3 |
| 40 | 42 | 1 | 2 | 1 | 1 | 2 | 3 | 3 | 2 |
| 41 | 43 | 2 | 2 | 2 | 1 | 6 | 1 | 1 | 4 |
| 42 | 45 | 1 | 2 | 1 | 1 | 5 | 2 | 1 | 3 |
| 43 | 46 | 1 | 1 | 1 | 4 | 5 | 4 | 1 | 1 |
| 44 | 47 | 1 | 1 | 2 | 1 | 1 | 1 | 1 | 1 |
| 45 | 48 | 2 | 2 | 1 | 1 | 5 | 2 | 2 | 2 |

Appendix F : Research Data

| No. | No. Resp. | Gender | Age | Education Level | Income | Employment Status | House Ownership | Marital Status | Family Size |
|-----|-----------|--------|-----|-----------------|--------|-------------------|-----------------|----------------|-------------|
| 46 | 50 | 1 | 2 | 5 | 1 | 2 | 2 | 1 | 1 |
| 47 | 51 | 1 | 3 | 1 | 1 | 2 | 4 | 2 | 3 |
| 48 | 52 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 4 |
| 49 | 53 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| 50 | 55 | 2 | 2 | 2 | 2 | 6 | 2 | 1 | 3 |
| 51 | 56 | 1 | 2 | 2 | 1 | 5 | 2 | 1 | 3 |
| 52 | 57 | 2 | 3 | 3 | 3 | 5 | 2 | 2 | 3 |
| 53 | 58 | 2 | 2 | 2 | 3 | 2 | 2 | 2 | 3 |
| 54 | 59 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 55 | 60 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| 56 | 61 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 2 |
| 57 | 62 | 2 | 2 | 2 | 1 | 6 | 1 | 1 | 3 |
| 58 | 63 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 4 |
| 59 | 64 | 2 | 1 | 1 | 2 | 2 | 1 | 1 | 4 |
| 60 | 67 | 2 | 2 | 1 | 1 | 2 | 1 | 1 | 4 |
| 61 | 68 | 1 | 2 | 2 | 3 | 1 | 1 | 1 | 4 |
| 62 | 69 | 2 | 2 | 1 | 1 | 5 | 1 | 1 | 4 |
| 63 | 71 | 2 | 1 | 1 | 1 | 5 | 1 | 1 | 2 |
| 64 | 72 | 1 | 4 | 1 | 1 | 5 | 4 | 2 | 4 |
| 65 | 74 | 1 | 2 | 1 | 1 | 5 | 1 | 1 | 1 |
| 66 | 76 | 2 | 2 | 1 | 1 | 6 | 2 | 2 | 3 |
| 67 | 77 | 1 | 3 | 2 | 1 | 2 | 4 | 2 | 3 |
| 68 | 85 | 2 | 2 | 2 | 2 | 2 | 3 | 1 | 2 |
| 69 | 86 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 2 |
| 70 | 87 | 1 | 2 | 2 | 2 | 1 | 2 | 1 | 3 |
| 71 | 88 | 2 | 2 | 2 | 2 | 6 | 3 | 1 | 2 |
| 72 | 89 | 1 | 2 | 2 | 4 | 1 | 4 | 1 | 2 |
| 73 | 90 | 1 | 1 | 2 | 2 | 1 | 3 | 1 | 2 |
| 74 | 92 | 1 | 1 | 2 | 2 | 1 | 2 | 1 | 2 |
| 75 | 93 | 2 | 2 | 1 | 2 | 1 | 3 | 1 | 2 |
| 76 | 94 | 2 | 2 | 1 | 1 | 1 | 2 | 1 | 2 |
| 77 | 96 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 |
| 78 | 97 | 1 | 3 | 1 | 1 | 2 | 4 | 2 | 3 |
| 79 | 98 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 3 |
| 80 | 99 | 1 | 3 | 2 | 1 | 6 | 3 | 1 | 3 |
| 81 | 101 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 2 |
| 82 | 102 | 1 | 3 | 1 | 2 | 6 | 4 | 2 | 3 |
| 83 | 104 | 1 | 5 | 3 | 3 | 3 | 4 | 2 | 3 |
| 84 | 105 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 4 |
| 85 | 106 | 1 | 3 | 1 | 3 | 2 | 4 | 2 | 4 |
| 86 | 107 | 1 | 2 | 1 | 1 | 5 | 2 | 1 | 3 |
| 87 | 108 | 1 | 2 | 2 | 2 | 2 | 3 | 1 | 1 |
| 88 | 109 | 1 | 4 | 1 | 3 | 2 | 2 | 2 | 3 |
| 89 | 110 | 1 | 2 | 2 | 4 | 5 | 2 | 1 | 4 |
| 90 | 111 | 1 | 2 | 1 | 2 | 2 | 4 | 2 | 3 |

Appendix F : Research Data

| No. | No. Resp. | Gender | Age | Education Level | Income | Employment Status | House Ownership | Marital Status | Family Size |
|-----|-----------|--------|-----|-----------------|--------|-------------------|-----------------|----------------|-------------|
| 91 | 112 | 1 | 2 | 2 | 4 | 6 | 3 | 1 | 1 |
| 92 | 113 | 1 | 2 | 2 | 2 | 2 | 4 | 2 | 3 |
| 93 | 114 | 1 | 2 | 2 | 3 | 5 | 3 | 1 | 1 |
| 94 | 115 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 |
| 95 | 116 | 1 | 3 | 2 | 2 | 2 | 4 | 3 | 3 |
| 96 | 117 | 2 | 4 | 2 | 1 | 2 | 3 | 4 | 1 |
| 97 | 118 | 2 | 3 | 2 | 2 | 2 | 4 | 2 | 3 |
| 98 | 120 | 2 | 4 | 2 | 3 | 6 | 3 | 1 | 2 |
| 99 | 121 | 1 | 5 | 2 | 1 | 5 | 4 | 2 | 2 |
| 100 | 122 | 1 | 2 | 2 | 1 | 5 | 2 | 1 | 3 |
| 101 | 123 | 1 | 2 | 2 | 1 | 2 | 1 | 1 | 1 |
| 102 | 124 | 1 | 3 | 1 | 1 | 2 | 2 | 2 | 3 |
| 103 | 125 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 4 |
| 104 | 126 | 2 | 2 | 1 | 1 | 6 | 2 | 1 | 4 |
| 105 | 127 | 1 | 2 | 1 | 1 | 6 | 3 | 2 | 4 |
| 106 | 128 | 1 | 3 | 2 | 2 | 2 | 2 | 2 | 3 |
| 107 | 130 | 1 | 1 | 1 | 1 | 5 | 2 | 2 | 3 |
| 108 | 131 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 1 |
| 109 | 132 | 1 | 3 | 1 | 1 | 2 | 3 | 2 | 4 |
| 110 | 133 | 1 | 2 | 1 | 2 | 2 | 2 | 1 | 4 |
| 111 | 134 | 1 | 2 | 1 | 1 | 2 | 2 | 3 | 3 |
| 112 | 135 | 1 | 4 | 2 | 4 | 5 | 4 | 2 | 2 |
| 113 | 136 | 1 | 4 | 2 | 4 | 5 | 4 | 2 | 3 |
| 114 | 137 | 1 | 2 | 1 | 1 | 5 | 2 | 1 | 2 |
| 115 | 138 | 1 | 3 | 1 | 2 | 2 | 2 | 2 | 3 |
| 116 | 139 | 1 | 3 | 1 | 2 | 2 | 4 | 2 | 3 |
| 117 | 140 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 |
| 118 | 141 | 2 | 1 | 1 | 1 | 6 | 2 | 1 | 3 |
| 119 | 143 | 2 | 3 | 1 | 2 | 6 | 4 | 2 | 3 |
| 120 | 144 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 |
| 121 | 145 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 |
| 122 | 146 | 1 | 4 | 1 | 2 | 2 | 4 | 2 | 3 |
| 123 | 147 | 1 | 1 | 1 | 1 | 6 | 2 | 1 | 4 |
| 124 | 148 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 2 |
| 125 | 149 | 1 | 4 | 1 | 5 | 3 | 2 | 3 | 1 |
| 126 | 151 | 2 | 2 | 1 | 1 | 5 | 2 | 2 | 4 |
| 127 | 152 | 2 | 4 | 1 | 1 | 2 | 4 | 1 | 3 |
| 128 | 153 | 2 | 2 | 1 | 1 | 6 | 2 | 1 | 4 |
| 129 | 154 | 2 | 1 | 1 | 1 | 2 | 2 | 1 | 4 |
| 130 | 155 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 3 |
| 131 | 156 | 2 | 3 | 1 | 1 | 6 | 3 | 2 | 4 |
| 132 | 158 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 3 |
| 133 | 159 | 1 | 4 | 2 | 4 | 5 | 4 | 2 | 3 |
| 134 | 160 | 1 | 2 | 2 | 2 | 2 | 2 | 3 | 3 |
| 135 | 162 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |

Appendix F : Research Data

| No. | No. Resp. | Gender | Age | Education Level | Income | Employment Status | House Ownership | Marital Status | Family Size |
|-----|-----------|--------|-----|-----------------|--------|-------------------|-----------------|----------------|-------------|
| 136 | 163 | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 |
| 137 | 164 | 2 | 4 | 2 | 2 | 5 | 4 | 2 | 4 |
| 138 | 165 | 1 | 4 | 2 | 2 | 5 | 4 | 3 | 2 |
| 139 | 168 | 2 | 1 | 4 | 1 | 2 | 5 | 1 | 4 |
| 140 | 169 | 1 | 3 | 2 | 4 | 5 | 4 | 2 | 3 |
| 141 | 171 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 |
| 142 | 172 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 4 |
| 143 | 173 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| 144 | 174 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| 145 | 175 | 2 | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| 146 | 176 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| 147 | 177 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 148 | 178 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 1 |
| 149 | 179 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 1 |
| 150 | 180 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 151 | 181 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 152 | 182 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 |
| 153 | 183 | 1 | 2 | 2 | 2 | 2 | 1 | 1 | 1 |
| 154 | 184 | 1 | 2 | 1 | 3 | 1 | 2 | 2 | 4 |
| 155 | 185 | 2 | 4 | 4 | 4 | 5 | 4 | 2 | 3 |
| 156 | 186 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 157 | 187 | 2 | 2 | 2 | 1 | 2 | 1 | 1 | 1 |
| 158 | 188 | 2 | 2 | 2 | 2 | 2 | 4 | 2 | 3 |
| 159 | 189 | 1 | 3 | 1 | 1 | 6 | 4 | 2 | 3 |
| 160 | 190 | 2 | 3 | 2 | 2 | 5 | 4 | 2 | 3 |
| 161 | 191 | 1 | 4 | 1 | 2 | 5 | 4 | 2 | 3 |
| 162 | 192 | 2 | 2 | 2 | 2 | 3 | 4 | 1 | 2 |
| 163 | 193 | 2 | 3 | 2 | 2 | 6 | 4 | 2 | 3 |
| 164 | 194 | 1 | 3 | 2 | 2 | 5 | 4 | 2 | 3 |
| 165 | 195 | 1 | 4 | 2 | 3 | 2 | 4 | 3 | 2 |
| 166 | 196 | 1 | 3 | 2 | 2 | 2 | 4 | 2 | 3 |
| 167 | 197 | 1 | 3 | 1 | 2 | 5 | 4 | 2 | 3 |
| 168 | 198 | 2 | 3 | 2 | 2 | 2 | 2 | 2 | 3 |
| 169 | 199 | 1 | 2 | 1 | 1 | 6 | 2 | 1 | 3 |
| 170 | 200 | 2 | 3 | 1 | 1 | 6 | 4 | 2 | 3 |
| 171 | 201 | 1 | 3 | 2 | 2 | 5 | 4 | 2 | 3 |
| 172 | 202 | 2 | 1 | 1 | 1 | 1 | 2 | 1 | 4 |
| 173 | 203 | 1 | 4 | 3 | 3 | 2 | 4 | 3 | 2 |
| 174 | 204 | 2 | 4 | 2 | 4 | 2 | 4 | 1 | 2 |
| 175 | 205 | 1 | 3 | 2 | 1 | 2 | 5 | 1 | 4 |
| 176 | 206 | 2 | 5 | 2 | 3 | 6 | 4 | 3 | 1 |
| 177 | 207 | 2 | 5 | 2 | 4 | 5 | 4 | 1 | 2 |
| 178 | 208 | 2 | 3 | 2 | 2 | 5 | 4 | 2 | 3 |
| 179 | 209 | 1 | 4 | 3 | 1 | 6 | 5 | 1 | 4 |
| 180 | 210 | 2 | 5 | 2 | 4 | 5 | 4 | 1 | 4 |

Appendix F : Research Data

| No. | No. Resp. | Gender | Age | Education Level | Income | Employment Status | House Ownership | Marital Status | Family Size |
|-----|-----------|--------|-----|-----------------|--------|-------------------|-----------------|----------------|-------------|
| 181 | 211 | 1 | 2 | 3 | 3 | 5 | 2 | 1 | 3 |
| 182 | 212 | 2 | 3 | 2 | 3 | 2 | 3 | 2 | 3 |
| 183 | 213 | 2 | 4 | 2 | 3 | 3 | 4 | 2 | 3 |
| 184 | 214 | 1 | 3 | 3 | 3 | 5 | 4 | 2 | 4 |
| 185 | 215 | 2 | 4 | 1 | 3 | 2 | 1 | 1 | 1 |
| 186 | 216 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 3 |
| 187 | 217 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 188 | 218 | 1 | 2 | 3 | 3 | 5 | 2 | 1 | 3 |
| 189 | 219 | 1 | 3 | 2 | 2 | 3 | 2 | 2 | 3 |
| 190 | 220 | 1 | 2 | 2 | 2 | 1 | 3 | 1 | 4 |
| 191 | 221 | 2 | 2 | 2 | 1 | 1 | 1 | 1 | 3 |
| 192 | 222 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 3 |
| 193 | 223 | 2 | 4 | 4 | 3 | 5 | 4 | 2 | 3 |
| 194 | 224 | 1 | 3 | 3 | 4 | 5 | 4 | 2 | 3 |
| 195 | 225 | 2 | 2 | 2 | 1 | 1 | 3 | 1 | 2 |
| 196 | 226 | 1 | 2 | 2 | 1 | 1 | 3 | 1 | 4 |
| 197 | 227 | 2 | 2 | 1 | 1 | 2 | 2 | 2 | 3 |
| 198 | 228 | 2 | 1 | 1 | 1 | 2 | 3 | 1 | 4 |
| 199 | 229 | 1 | 2 | 4 | 1 | 2 | 3 | 1 | 3 |
| 200 | 230 | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 3 |
| 201 | 231 | 1 | 3 | 2 | 2 | 2 | 4 | 2 | 3 |
| 202 | 232 | 2 | 3 | 1 | 2 | 5 | 2 | 2 | 3 |
| 203 | 233 | 1 | 2 | 2 | 2 | 5 | 2 | 2 | 3 |
| 204 | 234 | 1 | 2 | 2 | 1 | 1 | 2 | 1 | 3 |
| 205 | 236 | 1 | 2 | 2 | 1 | 6 | 2 | 1 | 3 |
| 206 | 237 | 2 | 4 | 2 | 4 | 5 | 4 | 2 | 3 |

Appendix F : Research Data

| No. | Values | | | | | | | | | | | | Will to Pay | | |
|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|----|----|
| | K1A | K1B | K1C | K1 | S2D | F3E | F3F | F3 | I4G | I4H | I4I | I4J | W1 | W2 | W3 |
| 1 | 7 | 6 | 6 | 6,3 | 6 | 5 | 5 | 5 | 6 | 5 | 6 | 6 | 6 | 6 | 7 |
| 2 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 3 | 6 | 6 | 6 | 4 | 3 |
| 3 | 6 | 6 | 6 | 6 | 7 | 6 | 5 | 5,5 | 6 | 7 | 6 | 7 | 6 | 6 | 6 |
| 4 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5,5 | 6 | 7 | 5 | 6 | 6 | 6 | 6 |
| 5 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 4 | 7 | 7 | 7 | 2 |
| 6 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 7 |
| 7 | 6 | 7 | 7 | 6,7 | 7 | 6 | 7 | 6,5 | 6 | 6 | 6 | 7 | 7 | 7 | 6 |
| 8 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 5 |
| 9 | 6 | 6 | 7 | 6,3 | 7 | 7 | 7 | 7 | 4 | 6 | 6 | 6 | 7 | 6 | 4 |
| 10 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 5 | 7 | 6 | 5 | 5 |
| 11 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 6 | 6 | 6 | 5 | 5 | 5 |
| 12 | 6 | 7 | 6 | 6,3 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 7 | 6 | 6 | 6 |
| 13 | 7 | 6 | 4 | 5,7 | 7 | 4 | 4 | 4 | 7 | 7 | 4 | 7 | 3 | 3 | 3 |
| 14 | 7 | 7 | 6 | 6,7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 |
| 15 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 |
| 16 | 7 | 7 | 6 | 6,7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 17 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 |
| 18 | 7 | 7 | 6 | 6,7 | 7 | 6 | 7 | 6,5 | 6 | 6 | 6 | 7 | 6 | 6 | 6 |
| 19 | 7 | 7 | 6 | 6,7 | 7 | 6 | 7 | 6,5 | 6 | 6 | 6 | 7 | 6 | 6 | 6 |
| 20 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 6 | 6 | 5 |
| 21 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 7 | 1 | 1 |
| 22 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 6 | 6 | 6 | 6 |
| 23 | 7 | 6 | 7 | 6,7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 5 | 5 | 4 |
| 24 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 7 | 6 | 6 | 4 |
| 25 | 7 | 6 | 7 | 6,7 | 7 | 5 | 5 | 5 | 7 | 7 | 6 | 7 | 7 | 6 | 5 |
| 26 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 7 | 7 | 6 |
| 27 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 6 | 2 | 4 |
| 28 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5,5 | 6 | 6 | 6 | 6 | 4 | 4 | 4 |
| 29 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 6 | 4 | 4 | 4 |
| 30 | 7 | 6 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 7 | 6 | 6 | 4 |
| 31 | 7 | 6 | 4 | 5,7 | 7 | 4 | 6 | 5 | 4 | 4 | 4 | 6 | 4 | 5 | 4 |
| 32 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 6 | 6 | 7 |
| 33 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 6 | 2 | 2 |
| 34 | 4 | 7 | 6 | 5,7 | 6 | 6 | 5 | 5,5 | 4 | 6 | 5 | 7 | 4 | 6 | 4 |
| 35 | 7 | 6 | 7 | 6,7 | 7 | 7 | 6 | 6,5 | 7 | 7 | 6 | 7 | 7 | 7 | 5 |
| 36 | 7 | 6 | 7 | 6,7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 7 | 6 | 6 | 5 |
| 37 | 7 | 6 | 7 | 6,7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 |
| 38 | 7 | 6 | 6 | 6,3 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 39 | 7 | 7 | 6 | 6,7 | 7 | 7 | 5 | 6 | 7 | 7 | 6 | 7 | 7 | 7 | 5 |
| 40 | 7 | 6 | 6 | 6,3 | 7 | 7 | 6 | 6,5 | 5 | 7 | 6 | 7 | 3 | 3 | 2 |
| 41 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 4 |
| 42 | 7 | 6 | 5 | 6 | 7 | 6 | 5 | 5,5 | 5 | 6 | 5 | 7 | 6 | 5 | 7 |
| 43 | 1 | 7 | 6 | 4,7 | 6 | 6 | 6 | 6 | 6 | 7 | 5 | 5 | 6 | 5 | 2 |
| 44 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 5 | 6 | 6 | 7 | 6 | 6 | 5 |
| 45 | 7 | 6 | 6 | 6,3 | 6 | 6 | 6 | 6 | 4 | 6 | 4 | 7 | 6 | 4 | 6 |

| No. | Values | | | | | | | | | | | | Will to Pay | | |
|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|----|----|
| | K1A | K1B | K1C | K1 | S2D | F3E | F3F | F3 | I4G | I4H | I4I | I4J | W1 | W2 | W3 |
| 46 | 6 | 6 | 7 | 6,3 | 6 | 6 | 7 | 6,5 | 6 | 7 | 6 | 7 | 6 | 7 | 7 |
| 47 | 7 | 6 | 1 | 4,7 | 7 | 6 | 7 | 6,5 | 5 | 6 | 2 | 6 | 6 | 4 | 4 |
| 48 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 7 | 7 | 6 | 7 | 6 | 6 | 4 |
| 49 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 4 | 7 | 6 | 7 | 6 | 6 | 4 |
| 50 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 1 | 2 | 1 | 6 | 6 | 6 |
| 51 | 6 | 6 | 5 | 5,7 | 5 | 4 | 4 | 4 | 6 | 6 | 6 | 6 | 5 | 5 | 5 |
| 52 | 7 | 6 | 6 | 6,3 | 7 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 4 | 4 | 4 |
| 53 | 7 | 7 | 4 | 6 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 4 | 4 | 4 |
| 54 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 | 6 | 5 | 2 | 2 |
| 55 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 4 | 7 |
| 56 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 57 | 5 | 5 | 5 | 5 | 7 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 6 |
| 58 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 4 |
| 59 | 6 | 6 | 7 | 6,3 | 6 | 5 | 5 | 5 | 7 | 7 | 7 | 7 | 2 | 6 | 6 |
| 60 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 4 |
| 61 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 |
| 62 | 7 | 7 | 7 | 7 | 6 | 5 | 5 | 5 | 6 | 7 | 5 | 7 | 6 | 6 | 3 |
| 63 | 7 | 7 | 7 | 7 | 7 | 6 | 5 | 5,5 | 6 | 7 | 5 | 7 | 6 | 6 | 3 |
| 64 | 6 | 6 | 2 | 4,7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 7 | 6 | 6 | 2 |
| 65 | 7 | 5 | 7 | 6,3 | 7 | 6 | 6 | 6 | 2 | 7 | 6 | 7 | 6 | 7 | 4 |
| 66 | 7 | 6 | 6 | 6,3 | 7 | 6 | 4 | 5 | 6 | 7 | 4 | 6 | 4 | 4 | 4 |
| 67 | 7 | 7 | 6 | 6,7 | 7 | 6 | 5 | 5,5 | 7 | 6 | 5 | 7 | 7 | 6 | 6 |
| 68 | 7 | 6 | 7 | 6,7 | 7 | 6 | 5 | 5,5 | 6 | 7 | 6 | 7 | 6 | 6 | 6 |
| 69 | 6 | 6 | 6 | 6 | 7 | 6 | 5 | 5,5 | 5 | 7 | 6 | 6 | 6 | 6 | 6 |
| 70 | 6 | 6 | 5 | 5,7 | 6 | 6 | 6 | 6 | 4 | 7 | 4 | 4 | 6 | 6 | 6 |
| 71 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 5 | 7 | 6 | 7 | 6 | 6 | 6 |
| 72 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 5 |
| 73 | 7 | 7 | 7 | 7 | 7 | 6 | 5 | 5,5 | 5 | 7 | 6 | 7 | 6 | 6 | 5 |
| 74 | 7 | 6 | 7 | 6,7 | 7 | 6 | 6 | 6 | 4 | 7 | 6 | 7 | 6 | 6 | 6 |
| 75 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 7 | 6 | 6 | 6 |
| 76 | 7 | 6 | 7 | 6,7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 6 | 6 | 6 | 6 |
| 77 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 4 | 4 |
| 78 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 6 |
| 79 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 6 |
| 80 | 7 | 6 | 7 | 6,7 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 6 |
| 81 | 7 | 7 | 6 | 6,7 | 6 | 7 | 6 | 6,5 | 7 | 6 | 6 | 7 | 7 | 7 | 7 |
| 82 | 7 | 6 | 6 | 6,3 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 83 | 7 | 6 | 5 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 2 | 2 |
| 84 | 6 | 7 | 7 | 6,7 | 7 | 4 | 4 | | | | | | | | |

Appendix F : Research Data

| No. | Values | | | | | | | | | | | | Will to Pay | | |
|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|----|----|
| | K1A | K1B | K1C | K1 | S2D | F3E | F3F | F3 | I4G | I4H | I4I | I4J | W1 | W2 | W3 |
| 91 | 6 | 7 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 |
| 92 | 7 | 6 | 7 | 6,7 | 6 | 6 | 7 | 6,5 | 5 | 7 | 6 | 6 | 5 | 5 | 5 |
| 93 | 7 | 7 | 7 | 7 | 7 | 4 | 4 | 4 | 6 | 7 | 1 | 7 | 7 | 7 | 7 |
| 94 | 7 | 6 | 4 | 5,7 | 7 | 6 | 5 | 5,5 | 6 | 7 | 6 | 6 | 6 | 6 | 5 |
| 95 | 6 | 7 | 6 | 6,3 | 6 | 7 | 6 | 6,5 | 6 | 6 | 6 | 6 | 6 | 6 | 7 |
| 96 | 7 | 6 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 2 | 6 |
| 97 | 7 | 6 | 5 | 6 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 7 | 7 | 6 |
| 98 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 2 |
| 99 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 7 | 6 | 3 | 2 |
| 100 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 |
| 101 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 7 |
| 102 | 6 | 6 | 7 | 6,3 | 7 | 6 | 5 | 5,5 | 6 | 7 | 6 | 7 | 2 | 6 | 6 |
| 103 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 5 | 6 | 6 | 6 | 6 |
| 104 | 6 | 1 | 4 | 3,7 | 6 | 6 | 4 | 5 | 6 | 6 | 4 | 1 | 4 | 6 | 4 |
| 105 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 4 | 4 | 4 |
| 106 | 7 | 7 | 6 | 6,7 | 7 | 7 | 6 | 6,5 | 6 | 6 | 7 | 6 | 7 | 7 | 7 |
| 107 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 2 | 4 |
| 108 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 2 | 6 | 2 |
| 109 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 7 | 7 | 6 | 7 | 6 | 6 | 7 |
| 110 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 4 | 4 | 4 |
| 111 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 |
| 112 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 7 | 6 | 6 | 4 |
| 113 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 7 |
| 114 | 6 | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 6 | 6 | 4 | 6 | 6 | 4 | 4 |
| 115 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 4 | 1 | 4 |
| 116 | 7 | 6 | 5 | 6 | 6 | 4 | 5 | 4,5 | 4 | 4 | 4 | 7 | 3 | 6 | 3 |
| 117 | 7 | 6 | 7 | 6,7 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 5 | 5 | 6 |
| 118 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 1 | 1 | 7 |
| 119 | 7 | 7 | 4 | 6 | 7 | 6 | 6 | 6 | 4 | 6 | 6 | 6 | 7 | 4 | 1 |
| 120 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 4 | 7 | 7 | 7 | 7 | 4 | 2 |
| 121 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 4 | 7 | 7 | 7 | 7 | 4 | 2 |
| 122 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 4 | 6 | 6 | 6 | 7 | 4 | 2 |
| 123 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 2 | 2 | 6 |
| 124 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 |
| 125 | 7 | 6 | 4 | 5,7 | 6 | 4 | 6 | 5 | 6 | 6 | 6 | 6 | 7 | 6 | 2 |
| 126 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 |
| 127 | 7 | 6 | 7 | 6,7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 6 | 3 | 1 | 6 |
| 128 | 7 | 6 | 7 | 6,7 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 5 | 2 | 6 |
| 129 | 6 | 7 | 6 | 6,3 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 6 | 7 | 4 | 5 |
| 130 | 7 | 6 | 6 | 6,3 | 6 | 6 | 5 | 5,5 | 6 | 7 | 6 | 7 | 6 | 4 | 5 |
| 131 | 4 | 4 | 4 | 4 | 7 | 6 | 6 | 6 | 4 | 7 | 4 | 7 | 4 | 6 | 2 |
| 132 | 6 | 7 | 7 | 6,7 | 6 | 4 | 4 | 4 | 6 | 7 | 6 | 6 | 4 | 6 | 4 |
| 133 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 2 |
| 134 | 7 | 7 | 4 | 6 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 6 | 6 | 6 |
| 135 | 7 | 6 | 6 | 6,3 | 6 | 7 | 7 | 7 | 6 | 4 | 5 | 6 | 6 | 4 | 4 |

Appendix F : Research Data

| No. | Values | | | | | | | | | | | | Will to Pay | | |
|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|----|----|
| | K1A | K1B | K1C | K1 | S2D | F3E | F3F | F3 | I4G | I4H | I4I | I4J | W1 | W2 | W3 |
| 136 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 6 |
| 137 | 1 | 2 | 2 | 1,7 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 6 | 6 | 6 |
| 138 | 7 | 7 | 7 | 7 | 6 | 6 | 5 | 5,5 | 6 | 6 | 6 | 6 | 6 | 5 | 6 |
| 139 | 6 | 6 | 7 | 6,3 | 7 | 4 | 3 | 3,5 | 6 | 7 | 7 | 7 | 2 | 6 | 4 |
| 140 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 141 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 | 7 | 7 | 6 |
| 142 | 1 | 1 | 1 | 1 | 1 | 2 | 7 | 4,5 | 6 | 6 | 6 | 6 | 2 | 2 | 2 |
| 143 | 7 | 6 | 6 | 6,3 | 7 | 7 | 6 | 6,5 | 5 | 7 | 7 | 7 | 6 | 7 | 6 |
| 144 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 7 | 1 |
| 145 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 |
| 146 | 6 | 7 | 6 | 6,3 | 5 | 5 | 6 | 5,5 | 6 | 7 | 7 | 6 | 5 | 5 | 4 |
| 147 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 148 | 7 | 6 | 7 | 6,7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 3 |
| 149 | 6 | 6 | 7 | 6,3 | 6 | 7 | 5 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 6 |
| 150 | 7 | 7 | 6 | 6,7 | 6 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 5 | 5 | 2 |
| 151 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 2 |
| 152 | 7 | 7 | 7 | 7 | 5 | 3 | 5 | 4 | 7 | 5 | 6 | 7 | 5 | 6 | 7 |
| 153 | 6 | 6 | 6 | 6 | 6 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 3 | 3 | 3 |
| 154 | 4 | 5 | 6 | 5 | 6 | 5 | 4 | 4,5 | 5 | 6 | 7 | 6 | 5 | 6 | 7 |
| 155 | 6 | 6 | 7 | 6,3 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 6 | 7 | 6 |
| 156 | 7 | 5 | 5 | 5,7 | 7 | 6 | 5 | 5,5 | 5 | 5 | 5 | 5 | 2 | 2 | 2 |
| 157 | 7 | 6 | 7 | 6,7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 5 | 3 |
| 158 | 7 | 7 | 6 | 6,7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 3 | 5 | 5 |
| 159 | 6 | 7 | 7 | 6,7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 5 | 5 | 5 |
| 160 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 161 | 6 | 6 | 7 | 6,3 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 6 | 6 | 6 |
| 162 | 6 | 7 | 7 | 6,7 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 6 |
| 163 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 |
| 164 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 7 | 7 | 6 | 6 |
| 165 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 | 6 | 6 |
| 166 | 7 | 6 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 2 | 2 | 2 |
| 167 | 6 | 7 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 6 |
| 168 | 7 | 7 | 6 | 6,7 | 7 | 6 | 6 | 6 | 7 | 7 | 6 | 6 | 7 | 6 | 6 |
| 169 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 2 | 2 | 2 |
| 170 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 2 | 2 | 2 |
| 171 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| 172 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 6 | 5 | 6 | 7 | 6 | 4 | 4 |
| 173 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 7 | 7 | 7 | 6 |
| 174 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 | 6 | 3 | 6 |
| 175 | 1 | 7 | 7 | 5 | 7 | 7 | 7 | 7 | 7 | 6 | 6 | 7 | 2 | 5 | 6 |
| 176 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 177 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 4 | 6 | 4 | 6 | 4 | 4 | 4 |
| 178 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 7 | 6 | 7 | 6 |
| 179 | 6 | 7 | 6 | 6,3 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 6 | 5 | 6 | 6 |
| 180 | 7 | 6 | 6 | 6,3 | 6 | 6 | 6 | 6 | 6 | 7 | 6 | 6 | 4 | 4 | 4 |

Appendix F : Research Data

| No. | Values | | | | | | | | | | | | Will to Pay | | |
|-----|--------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|----|----|
| | K1A | K1B | K1C | K1 | S2D | F3E | F3F | F3 | I4G | I4H | I4I | I4J | W1 | W2 | W3 |
| 181 | 6 | 7 | 6 | 6,3 | 6 | 6 | 7 | 6,5 | 6 | 7 | 7 | 7 | 7 | 7 | 7 |
| 182 | 6 | 5 | 6 | 5,7 | 7 | 7 | 7 | 7 | 3 | 5 | 5 | 5 | 6 | 6 | 6 |
| 183 | 7 | 5 | 6 | 6 | 7 | 7 | 7 | 7 | 2 | 5 | 6 | 6 | 7 | 7 | 7 |
| 184 | 5 | 3 | 5 | 4,3 | 6 | 6 | 7 | 6,5 | 7 | 7 | 3 | 5 | 5 | 5 | 2 |
| 185 | 1 | 3 | 7 | 3,7 | 7 | 7 | 7 | 7 | 3 | 6 | 6 | 7 | 5 | 5 | 5 |
| 186 | 6 | 7 | 6 | 6,3 | 7 | 6 | 6 | 6 | 5 | 6 | 5 | 5 | 6 | 6 | 6 |
| 187 | 7 | 5 | 7 | 6,3 | 7 | 7 | 7 | 7 | 6 | 6 | 6 | 6 | 7 | 7 | 1 |
| 188 | 6 | 6 | 6 | 6 | 6 | 6 | 7 | 6,5 | 6 | 5 | 6 | 6 | 7 | 7 | 7 |
| 189 | 6 | 6 | 6 | 6 | 6 | 5 | 5 | 5 | 6 | 6 | 6 | 6 | 6 | 5 | 2 |
| 190 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| 191 | 7 | 6 | 6 | 6,3 | 7 | 6 | 5 | 5,5 | 5 | 5 | 6 | 6 | 6 | 6 | 4 |
| 192 | 6 | 7 | 6 | 6,3 | 7 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 6 | 4 | 4 |
| 193 | 4 | 5 | 4 | 4,3 | 6 | 4 | 5 | 4,5 | 6 | 5 | 6 | 7 | 5 | 6 | 5 |
| 194 | 7 | 7 | 7 | 7 | 7 | 6 | 5 | 5,5 | 7 | 7 | 7 | 7 | 6 | 6 | 7 |
| 195 | 6 | 4 | 5 | 5 | 7 | 6 | 6 | 6 | 5 | 6 | 5 | 5 | 1 | 1 | 1 |
| 196 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 4 | 6 | 6 | 7 | 7 | 6 |
| 197 | 7 | 6 | 6 | 6,3 | 7 | 6 | 4 | 5 | 4 | 7 | 4 | 6 | 4 | 4 | 6 |
| 198 | 7 | 6 | 6 | 6,3 | 7 | 6 | 4 | 5 | 4 | 7 | 4 | 6 | 4 | 4 | 6 |
| 199 | 6 | 6 | 6 | 6 | 7 | 6 | 4 | 5 | 6 | 7 | 4 | 6 | 4 | 4 | 4 |
| 200 | 7 | 7 | 6 | 6,7 | 7 | 7 | 6 | 6,5 | 7 | 7 | 7 | 7 | 6 | 6 | 5 |
| 201 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 6 | 4 | 6 | 4 |
| 202 | 7 | 7 | 6 | 6,7 | 7 | 7 | 6 | 6,5 | 6 | 7 | 6 | 7 | 4 | 6 | 4 |
| 203 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 6 | 6 | 6 | 6 | 6 | 2 |
| 204 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 5 | 5 | 5 |
| 205 | 7 | 6 | 6 | 6,3 | 7 | 6 | 7 | 6,5 | 7 | 7 | 6 | 7 | 6 | 6 | 5 |
| 206 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 6 | 7 | 5 | 6 | 6 | 6 | 6 |